

96.9 KYYO-FM

McCleary, WA, South Sound Country.

Issues and Programming, July 1st 2019 through September 30th 2019

- 1. Non Profit / Youth Development**

Born to Be Wild Dinner & Auction
Boys & Girls Clubs of Thurston County

The Boys & Girls Clubs of Thurston County has five clubs, Olympia, Lacey, Tumwater, Tenino, and Rochester. The organization raises donation/money to fund its operation with two key events each year, the Born to Be Wild Dinner and Auction is the second major fund raising event of 2019, held at St. Martin's University in Lacey, with about 1,000 guests in attendance. Boys and Girls Clubs of Thurston County reportedly raised about \$500,000.00 this year for club operations and scholarship opportunities for students who attend. The station works in partnership with the organization, providing PSA messages to spread the awareness of the Boys & Girls Clubs of Thurston County and to invite local business leaders and donors to attend the event.

09/06/19 – 09/25/19
PSA Messages
:30 second spots
100x total spots
- 2. Local Talk Program**

Coffee with Ken Balsley Saturday's at 8:00 am
Hosted by Ken Balsley

The station works with local historian, and political commentator Ken Balsley who invites guests that range from politicians to business or community leaders into the studio an interview that discusses important local issues in Thurston County and the Pacific Northwest. The station airs the program on Saturday mornings at 8:00 am and the podcast version is posted on Ken's website, kenbasley.com. His guests in this period included; Port of Olympia Commissioner Joe Downing, Olympia Mayoral Candidate David Ross, Community & Economic Development Director City of Lacey Rick Walk, President of Rants Group Pat Rants, Washington State Parks Mark Brown, Candidate for Lacey City Council Ed Kunkel, Candidate for Lacey City Council Harald Jones, Lacey City Council member Lenny Greenstein, Candidate for Olympia Mayor Nathaniel Jones, North Thurston School Board member Gretchen Maliska, Mayor of Olympia Cheryl Selby.

07/06/19 – 09/28/19
Locally Produced Show
30:00 Minute Program
Saturday Mornings
8:00am

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| 3. Law Enforcement | <p><u>Crime Stoppers of South Sound</u>
 Local PSAs</p> <p>Crime Stoppers of South Sound is a joint effort of private citizens, the media and local law enforcement agencies to apprehend criminals. It was established through the efforts of John McCarthy, a county resident, and Commander Ed Sorger of the Lacey Police Department. Each local law enforcement agency was asked to appoint two directors and the program began on March 1, 1991. More than 1,200 Crime Stopper programs are now in operation in every state and several foreign countries. Locally, Crime Stoppers depend on the full cooperation of the police departments of Lacey, Olympia, Tumwater, Thurston County Sheriff's Office, working closely with The Olympian Newspaper, local radio stations, cable television, and local citizens.</p> | <p>07/01/19--09/30/19
 PSA Messages
 30 second spots
 3 spots per/day</p> |
| 4. Community / Non-Profit | <p><u>Annual Capital Lakefair</u>
 Live Interviews with Royalty Court and Promotional Schedule</p> <p>Capital Lakefair is a non-profit organization in Olympia, WA, with a mission to provide scholarship and community service opportunities for young women in our community, and to provide other non-profit organizations a venue to raise money essential for the success and longevity of their operations/mission. Five young women, all seniors in High School, were selected through a qualification process to become Lakefair Princesses. They represent Thurston County when traveling around the state to other community events, volunteer in our local community, gaining life experience and furthering their development into adulthood, as well as scholarship money to use for college. All five princesses, one selected to become the Lakefair Queen, were interviewed on-air. Additionally, the station provided promotional messages, :30 and :60 second spots to promote the five days of festivities and attractions.</p> | <p>07/10/19--07/21/19
 Live Interviews
 (5X) 5:00 minutes
 (20X) :60 seconds
 (103X) :30 seconds</p> |
| 5. High School Sports | <p><u>Red Zone Talk Show</u>
 Local High School Sports Show</p> <p>The station produces a Local High School Sports show, called Red Zone Talk, which airs for half an hour, every Friday morning during the football season. There's a re-cap of the previous weeks big games, athletes, and standings (statistics) as well as a preview the Friday night's excitement and beyond. The focus is football, though other sports and sports news headlines are discussed as time permits. The station partners with a local newspaper sports journalist.</p> | <p>08/23/19 – 09/27/19
 Live Show
 Friday's 8:30a-9:00a
 1 hour program</p> |

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| 6. City Government
Fire Department | <p><u>Fireworks Ban in Olympia, Lacey, Tumwater</u>
 <i>City of Olympia Fire Department</i></p> <p>Independence Day is an important time to celebrate U.S.A. founding and in Olympia, Lacey, and Tumwater, there are fireworks bans in effect making it illegal to set-off fireworks within city limits. The Olympia Fire Department recorded and aired PSAs (time provided by the station to educate & remind the public of the fireworks ban. To promote safety when celebrating the 4th of July with fireworks, and to encourage public to enjoy three different professional fireworks displays in Thurston County.</p> | <p>07/01/19 – 07/06/19
 PSA Messages
 (18) 30 second spots</p> |
| 7. Education Services | <p><u>Local PSAs</u>
 <i>Sound Learning</i></p> <p>Sound Learning began as a workplace literacy program to help mill employees develop reading skills to understand important safety and training materials. Since that time Sound Learning has expanded to serve a diverse community of learners, and has been a reliable provider of quality, accessible, innovative education programs in Mason and Thurston Counties for the past 27 years. The overarching purpose of Sound Learning programs is to provide high quality instruction that supports individuals in developing the skills needed to navigate community systems and progress along career and college pathways that lead to sustainable employment, a strong economy, healthy families, and active communities. The station provides weekly PSAs to Sound Learning.</p> | <p>07/01/19-09/30/19
 PSA Messages
 (205x) :30 second spots</p> |
| 8. Government
Legislative Affairs | <p><u>Long Form News Report Washington State Legislature</u>
 <i>Weekly Update – Political News Around Washington State</i></p> <p>The station partners with local television channel TVW, Washington State’s government affairs resource, to present Political Weekly Update six times weekly airing on Fridays & Saturdays Content is comprised of a variety of political issues that affect Washington state. The station presents the weekly update to inform listeners of topical political issues they care about.</p> | <p>07/13/19 – 09/30/19
 News Content
 :90 second report
 6 times weekly F-Sa</p> |
| 9. Military/Veterans | <p><u>3rd Annual 4 The Fallen Golf Tournament</u>
 <i>4 The Fallen</i></p> <p>The station supports the 4 The Fallen organization by providing promotional PSAs for their 3rd Annual Golf Tournament held on August 24th, 2019 at Eagles Pride Golf Course near Joint-Base Lewis-McCord in Tacoma, WA. The organization provides trained canines to America’s Heroes suffering from Posttraumatic Stress Disorder and Advanced Prosthetic devices to ensure veterans live a more productive and active lifestyle.</p> | <p>07/28/19 – 08/20/19
 PSA Messages
 (126x)
 30 second spots</p> |

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| 10. Non Profit
Fundraising Event | <u>Local PSAs SideWalk</u>
<i>Love For A Change Gala & Auction</i>
SideWalk is an evidence-based, volunteer driven, local non-profit working to end homelessness in Thurston County. They have successfully housed over 1600 people experiencing homelessness over the last 8 years. The number of clients they help is continuing to grow. In the last year, they've also launched a Veteran Advocacy Program that has successfully housed 60 homeless veterans. On Monday September 30, 2019 SideWalk partnered with the "Spar Cafe for Friends & Family Night For Homes" where 50% of restaurant sales that evening would be donated to SideWalk. | 09/27/19 – 09/30/19
(40X) :30 second spots
PSA Messages |
| 11. Non Profit
Scholarship Program | <u>Community Outreach</u>
<i>Miss Thurston County Scholarship Program (MTCSP)</i>
The Miss Thurston County Scholarship Program is an official preliminary to the Miss Washington and Miss America program. MTCSP is a not for profit organization formed in 1975, by individuals who believe in helping local young women achieve success by providing an opportunity for them to fulfill their potential. Over the years, more than 260 participants have benefitted from the program through personal, professional, and educational growth. The station is the official media sponsor for MTCSP, providing PSA messages asking for support and sponsors for their upcoming pageant. | 09/04/19-09/30/19
PSA Messages
(120x)
30 second spots |
| 12. Education
Community Events | <u>Local PSAs North Thurston Public Schools</u>
<i>Stuff the Bus Fall 2019</i>
North Thurston Public Schools and Target in Lacey, WA partnered to host a school supply collection event on Saturday September 28 th , 2019. The event was promoted with PSAs on the station, throughout the community and in social media. The station also attended the event providing tent and music, along with a remote broadcast. | 09/25/19 – 09/28/19
PSA Messages
(88x) :30 second spots
Remote Broadcast |
| 13. Parks & Rec.
Lacey | <u>Lacey's 3rd of July Fireworks Extravaganza and Freedom Concert</u>
<i>City of Lacey Parks & Rec.</i>
The City of Lacey, TwinStar Credit Union, The Lacey South Sound Chamber of Commerce, South Sound Center (Capital Development), Parc Foundation, Lacey Parks & Rec, and Intercity Transit work together to present the Lacey 3 rd of July Fireworks & Concert on July 3 rd at Rainier Vista Community Park. There's food vendors and activities, a concert, and fireworks. Approximately 10,000 people attended in 2019, the station aired PSAs promoting the event, how to use intercity transit to get to the park, and the station was on-site at the event. | 07/01/19 – 07/03/19
PSA Messages
(65) :30 second spots |

- 14. High School Sports** **Activities Matter / High School Sports Participation**
Washington Interscholastic Activities Association
The Washington Interscholastic Activities Association (WIAA) is a private nonprofit service organization and rule-making body that was formed in 1905 to create equitable playing conditions between high school sports teams in Washington. The Association consists of nearly 800 member high schools and middle/junior high schools, both public and private, and is divided into nine geographic service districts. The state staff administrators Association policies, rules and regulations and provides other assistance and service to member schools. The WIAA oversees athletics and fine arts in Washington state and hosts 120 WIAA state championship events for the following sports and activities: baseball, basketball, bowling, cheerleading, cross country, dance/drill, debate, drama, football, golf, gymnastics, music, softball, swimming & diving, soccer, tennis, track & field, volleyball and wrestling. These messages promote the benefits of participation in high school athletics & activities, as well as coaching opportunities that exist for community members to participate in.
- 07/01/19 – 09/30/19
PSA Messages
(306x) :30 Second Spot
- 15. Domestic Violence** **Domestic Violence Crisis Line**
Turning Point Survivor Advocacy Center
Turning Point Survivor Advocacy Center in Shelton, WA is Washington state’s second largest domestic violence shelter, serving women, children up to 18 years old, and is pet friendly. Turning Point provides a 24/7 crisis line available for those seeking resources necessary to escape an abusive and/or unhealthy relationship. The station provides local PSA airtime with a message focused on promoting Turning Point’s crisis line as a trusted resource for those in need. Turning Point is hosting their annual Power of the Purse Dinner & Auction on October 18th, 2019 at Little Creek Casino Resort in Shelton, WA. A portion of their PSAs in this reporting period are promoting this fundraising event.
- 07/01/19-09/30/19
PSA Messages
(69x) :30 second spots
- 16. Non-Profit Animals** **“Pet Food Bank”**
Concern For Animals
For over 37 years Concern for Animals has helped thousands of animals in Thurston, Mason, and Lewis counties by providing services including but not limited to: Financial assistance for spay/neuter; Financial assistance for veterinary medical care; Pet food bank; Adoption and rescue. Concern for Animals relies on donations, memberships, grants and fundraising events to continue programs for pet owners and their animals. The stations provides 15 30 second PSA messages per/week to Concern for Animals, with a focus on soliciting support for the pet food bank.
- 07/01/19 – 09/30/19
PSA Messages
(15) 30 second spots
Per/Week

**17. County Government
Public Health**

“Back to School To-Dos”

Thurston County Public Health & Social Services

Thurston County Public Health & Social Services requested PSAs to spread awareness of Back-To-School To-Do's for the upcoming school year. Reminding parents to; make sure their children are up to date on immunizations and vaccines, suggest a well-child doctor appointment prior to starting school, and a dental check-up for kids. All three tips help kids start the year off the right way.

08/23/19 – 09/04/19
PSA Messages
(78) :30 second spots
Per/Week